Course Code	Course Title	C	H	I	E	T
17U4KSM4	**E-Commerce Applications**	2	30	25	75	100

Learning Objectives
- To know the concept of E Commerce and models of E Commerce and its applications
- To familiarize with Electronic Funds Transfer with security
- To have knowledge on Mobile Commerce and E Marketing and their applications.

Learning Outcomes: Knowledge and application of E Commerce, Electronic Funds Transfer and E Marking in the current business environment

Unit – I Introduction to E-Commerce

Definition of Electronic Commerce – E-Commerce and Traditional Commerce – Advantages of E-Commerce – Business, Consumers, Society and Nation – E-Business and E-Commerce – Need for E-business – Factors stressing the need for E-business.

Unit – II Models of E-Commerce & E-Commerce Applications

Business to Business E-Commerce (B2B) – Business to Consumers E-Commerce (B2C) – Consumer to Business E-Commerce (C2B) – Consumer to Consumer E-Commerce (C2C) – Business to Employee service E-Commerce (B2E) – Business to Government E-Commerce (B2G).

E-Commerce Applications – Electronic Banking – Difference between Internet Banking and Traditional Banking – Electronic Trading – Insurance – Healthcare – E-tailing – Electronic Auctions – Electronic Brokers – Electronic Searching – E-Agriculture – E-Governance in India – E-Governance Models

Unit – III Electronic Fund Transfer

Meaning – Benefits of Electronic Payment –Popular Electronic Payment Methods – Financial EDI – Credit Card System on the Internet – Components of Online Credit Processing Security Requirements in E- Payment Systems – Key Security Schemes – Secret Key Cryptography – Public Key Cryptography – Digital Signature.

Unit – IV Mobile Commerce

Mobile Commerce - Factors drive M-Commerce - Difference between E-Commerce and M-Commerce - Growth of M-Commerce in India - Applications of M-Commerce.

Unit – V E-Marketing

Meaning – Advantages – E-Customers Relationship Management (E-CRM) – Advantages of using technologies for providing customer support – Phases of E-CRM – Features of E-CRM Software – E-CRM Work Model.

Books for Study

Dr. K. Abirami Devi & Dr. M. Alagammai, *E-Commerce*, Margham Publication, Chennai.

Books for Reference

1. Nidhi Dhawan, *E-Commerce Concepts and Applications*, International Book House Pvt. Ltd. New Delhi.
2. S.V. Srinivasan, *E-Commerce*, Vijay Nicole Imprints Pvt. Ltd.
3. www.investopedia.com.